



HOW TO MAKE GOOD PICTURES

WITH YOUR

POLAROID®

Speedliner

LAND CAMERA

MODEL 95B

RESULTS LIKE THIS

Guaranteed

... because you can see what you're doing as you go along — and because every Polaroid Land Picture Roll carries a full replacement guarantee assuring you of perfect performance or a new roll free!



HOW TO USE THIS BOOK

FIRST Read these A-B-C's of 60-second photography before you take your first picture. It will take only a few minutes and your very first picture will be a success.

THEN After you have mastered the fundamentals, continue with the rest of the book, which tells you how to get the most out of your

| | | |
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Speedliner
Land CAMERA



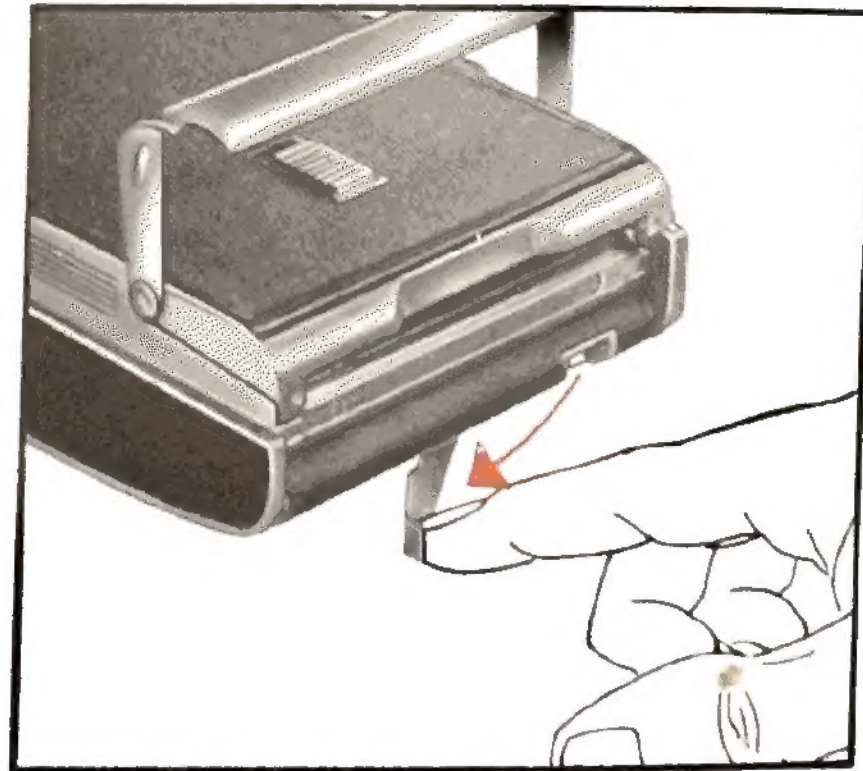
How to LOAD THE CAMERA

You can load the camera in as little as ten seconds — far less time that it takes you to read these instructions. The picture roll actually drops in place. Do not load in direct sunlight.

FIRST, OPEN UP THE BACK

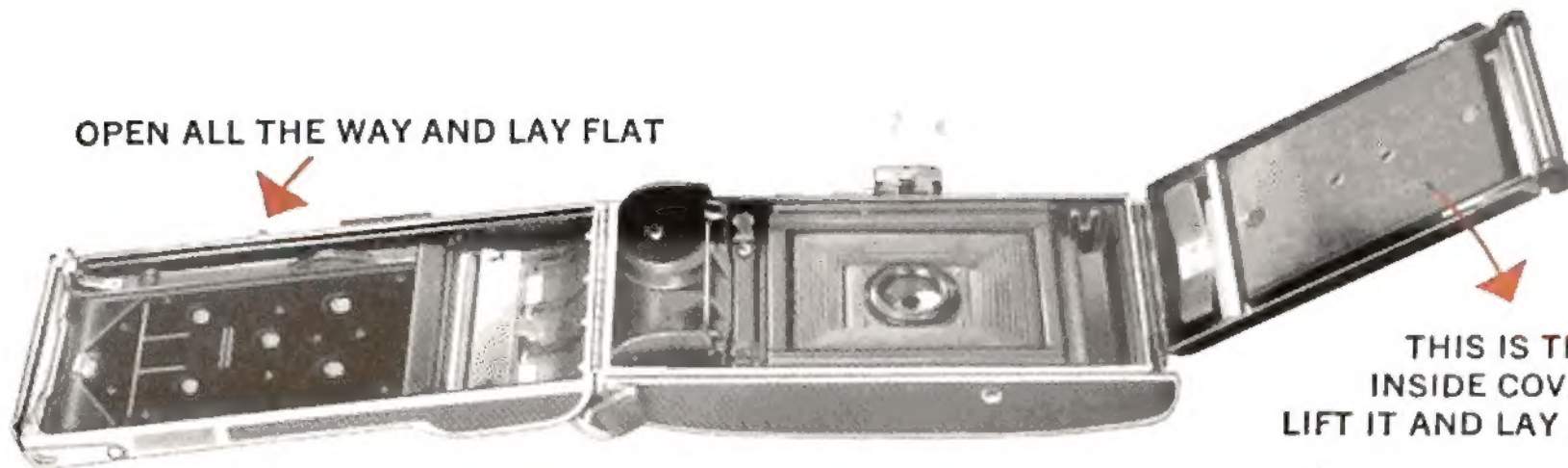


Lift cutter bar as shown.



Swing latch-lever down. Back will open.

OPEN ALL THE WAY AND LAY FLAT

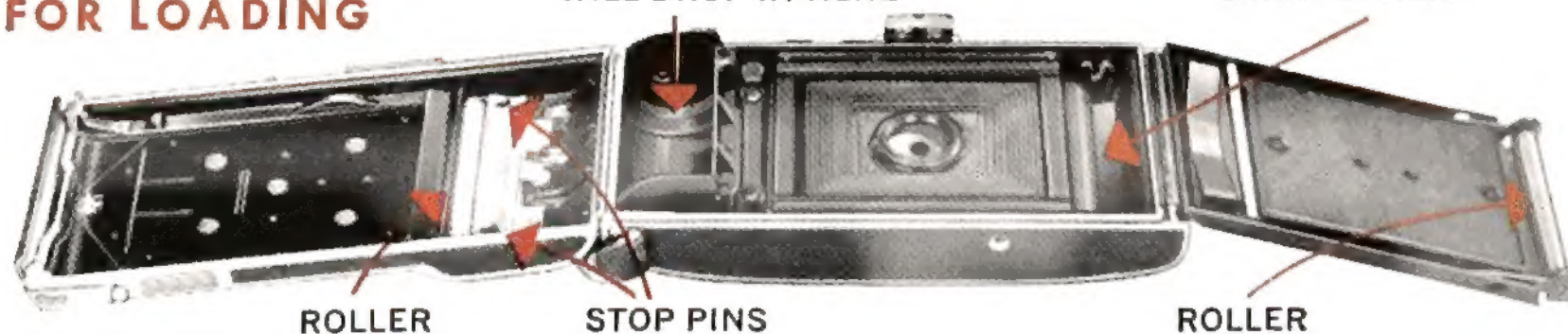


THIS IS THE
INSIDE COVER
LIFT IT AND LAY IT FLAT

NOW IT'S READY
FOR LOADING

POSITIVE (WHITE) ROLL
WILL DROP IN HERE

NEGATIVE (SPOOLED) ROLL WILL
DROP IN HERE



ROLLER

STOP PINS

ROLLER

STOP A MOMENT AND LOOK AT THE OTHER PARTS

The two rollers are the heart of the camera. The picture papers will pass between these rollers, which control the picture-making by squeezing the developer reagent evenly between the positive and negative sheets. Keep these rollers clean — spin them before each roll is loaded, and remove with a damp cloth any particles of dirt. The stop pins shown above drop into holes punched in the paper and stop it automatically in the correct place each time you advance the paper to develop a picture.

**DO NOT BREAK
THESE SCOTCH TAPE
SEALS**

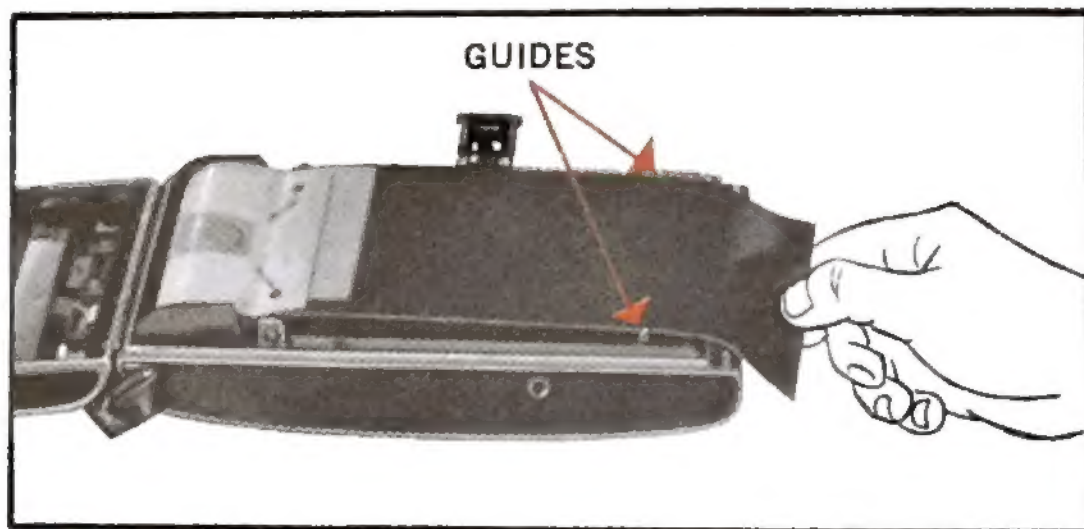
A

LEADER

**POSITIVE
(WHITE) ROLL**

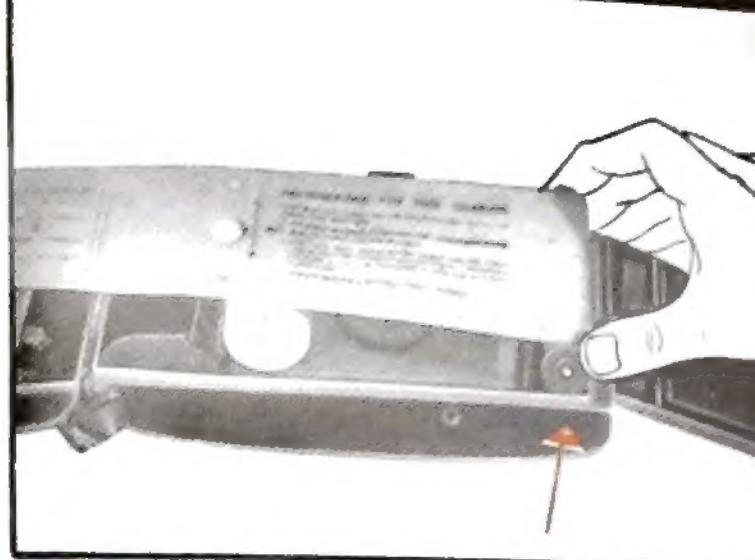
**NEGATIVE
(SPOOLED) ROLL**

UNWRAP THE PICTURE ROLL. Polaroid Land picture rolls are the only ones that can be used in your camera. Open the box and remove the sealed foil wrapper. Unroll gently, being careful not to break the Scotch Tape seals.



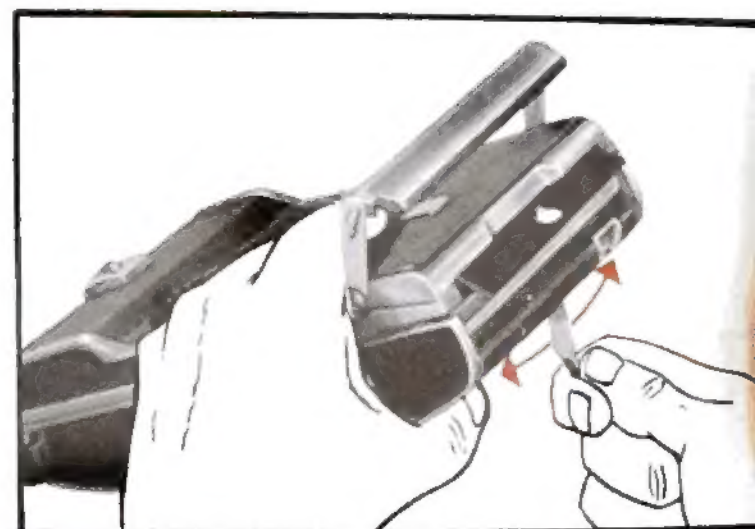
4

FOLD LEADER BACK around roller. Lay it flat between guides. Now close the outside cover.



1

PLACE THE SPOOL in the negative slots so that Scotch Tape seal is on top of the spool.

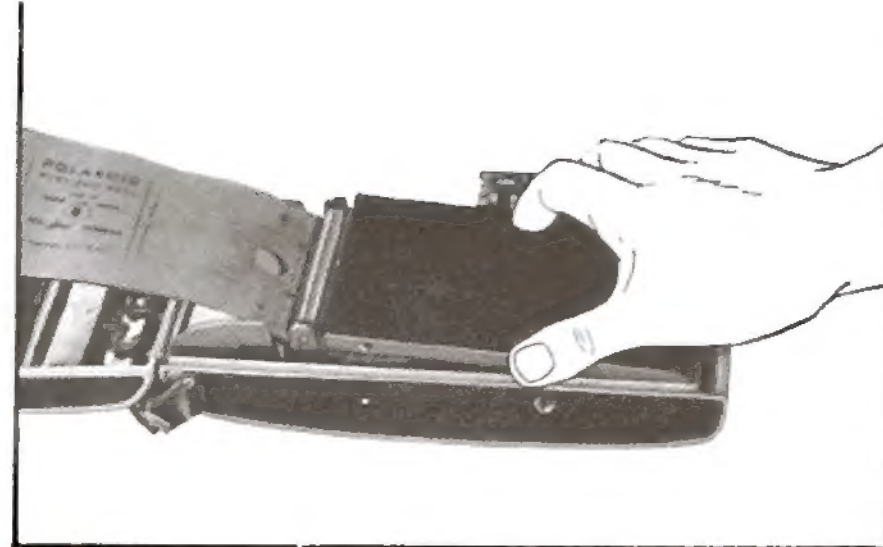


5

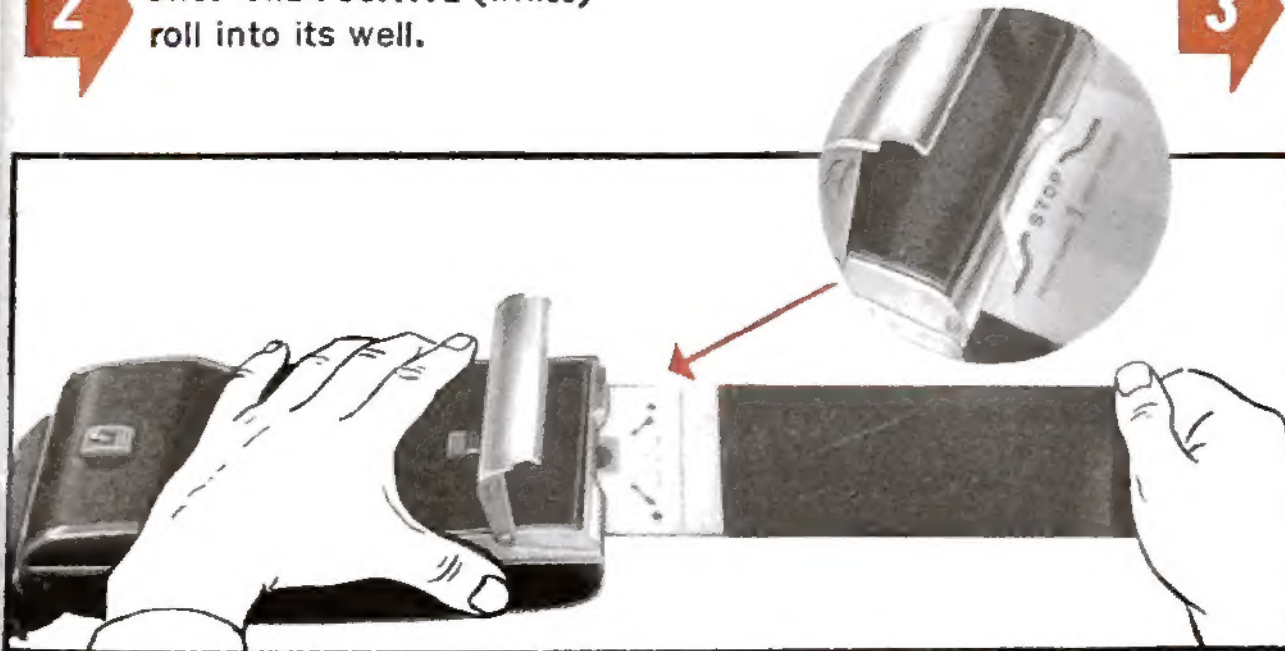
PICK UP THE CAMERA like this. Squeeze it shut and swing the latch all the way left to engage prongs, then all the way right to lock. Make sure both sides lock.



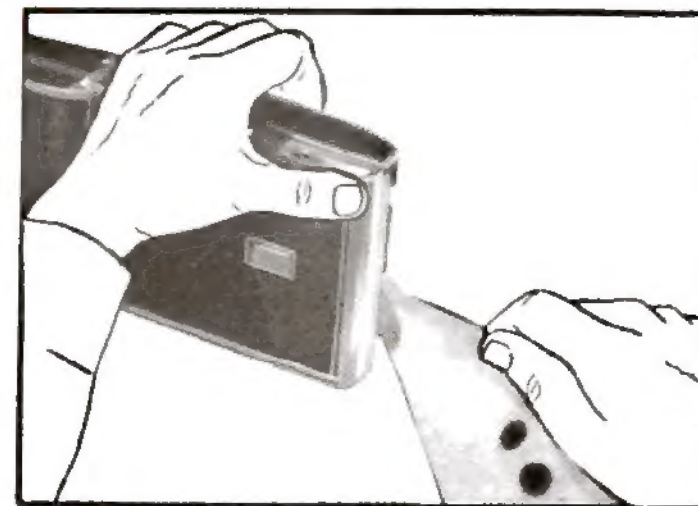
2 DROP THE POSITIVE (white) roll into its well.



3 SWING INSIDE COVER BACK as shown. Draw out leader gently until stars appear beyond roller.



6 PULL THE LEADER TAB straight out about 15" until it clicks and stops automatically at the words, "STOP — PICTURE NO. 1 Ready to Take."



7 CLOSE CUTTER BAR and hold down firmly with thumb — tear off and discard excess paper.

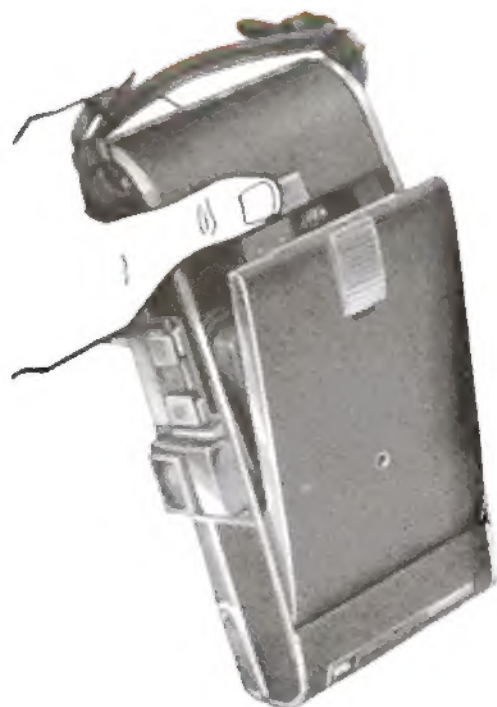
How to TAKE A PICTURE

The purpose of this brief section is to show you how to take one kind of picture — a simple but common kind. It is a picture of a person, taken out-of-doors and close enough to be a good, informal portrait.

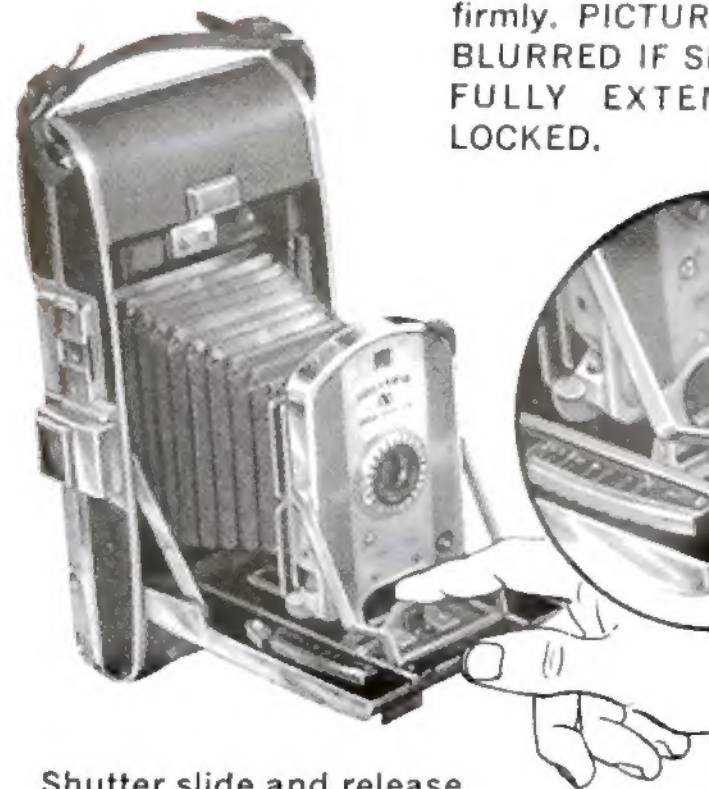


B

TO OPEN THE CAMERA

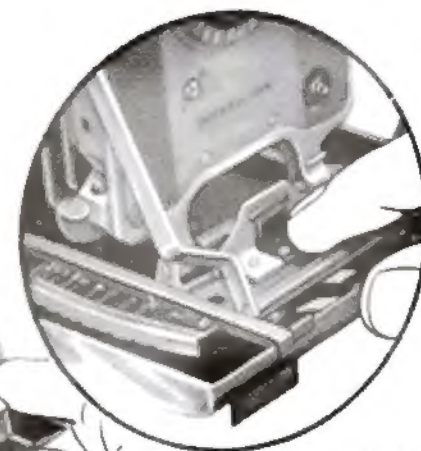


JUST PRESS THE COVER CATCH and the cover will pop up. Open fully until cover braces click and lock cover rigidly.



Shutter slide and release.

PULL SHUTTER SLIDE all the way out until it clicks and locks firmly. **PICTURES WILL BE BLURRED IF SLIDE IS NOT FULLY EXTENDED AND LOCKED.**



SLIDE RELEASE
Push in on black center piece.

TO CLOSE THE CAMERA

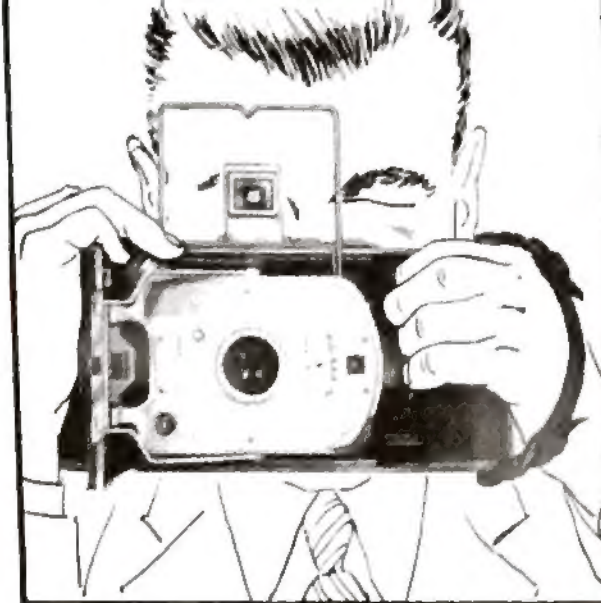
PUSH IN ON SLIDE RELEASE and push all the way back. Then pick up camera in both hands, lens facing you. Press down with thumbs on both cover braces, squeeze camera cover shut.

CAUTION: Be sure the wire-frame viewfinder and focusing track are pushed back into place before closing camera.

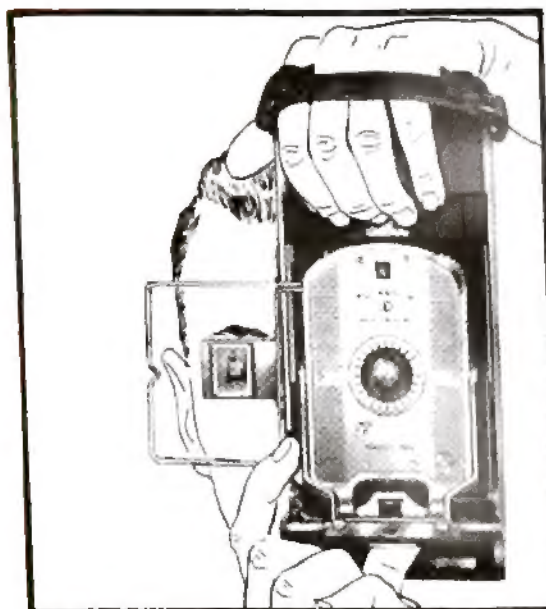


HOW TO HOLD THE CAMERA

FOR A HORIZONTAL PICTURE, hold the camera this way, with your left hand through the strap as shown. Hold camera firmly against face and shoulder to prevent motion.



B

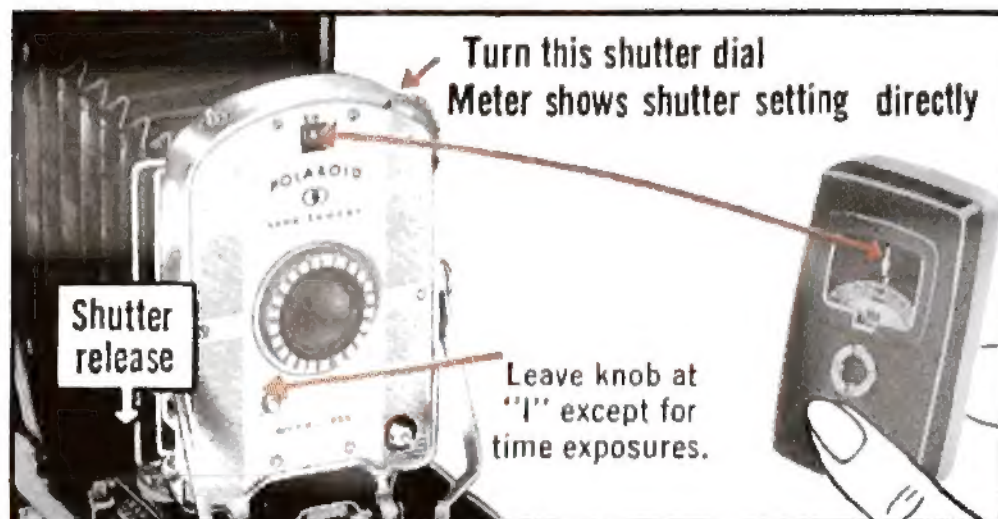


FOR VERTICAL PICTURES, there are two convenient ways to hold the camera. The position shown above is the conventional way —



but you may find you can hold the camera even steadier if you cradle it upside down on your shoulder, as shown here.

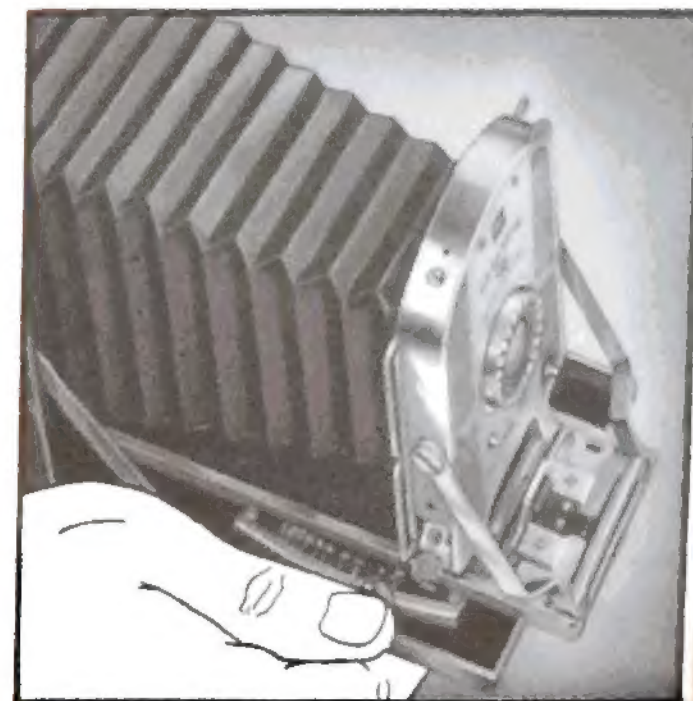
SET THE SHUTTER



The shutter dial adjusts the camera to the right combination of shutter speed and lens opening for the particular scene. Your Polaroid Exposure Meter PR-23B tells you which number to use, and you just turn the shutter dial until that number shows in the little window above the lens.

Your camera has numbers running from 10 to 17. Notice the letters "EV" above the window. This means that your camera uses "EV" (Exposure Value) numbers, an extension of the original Polaroid Land Camera number system which so greatly simplified the business of adjusting a camera for exposure. When you use the Flash Guide on your flash gun, or if you use the Daylight Exposure Guide packed with the film, be sure to use the red EV numbers. They will always be printed in red, just as the numbers in your camera are.

Always set the dial exactly on the number — you can feel it click into place. (For a table showing actual lens openings and shutter speeds, see page 15.)

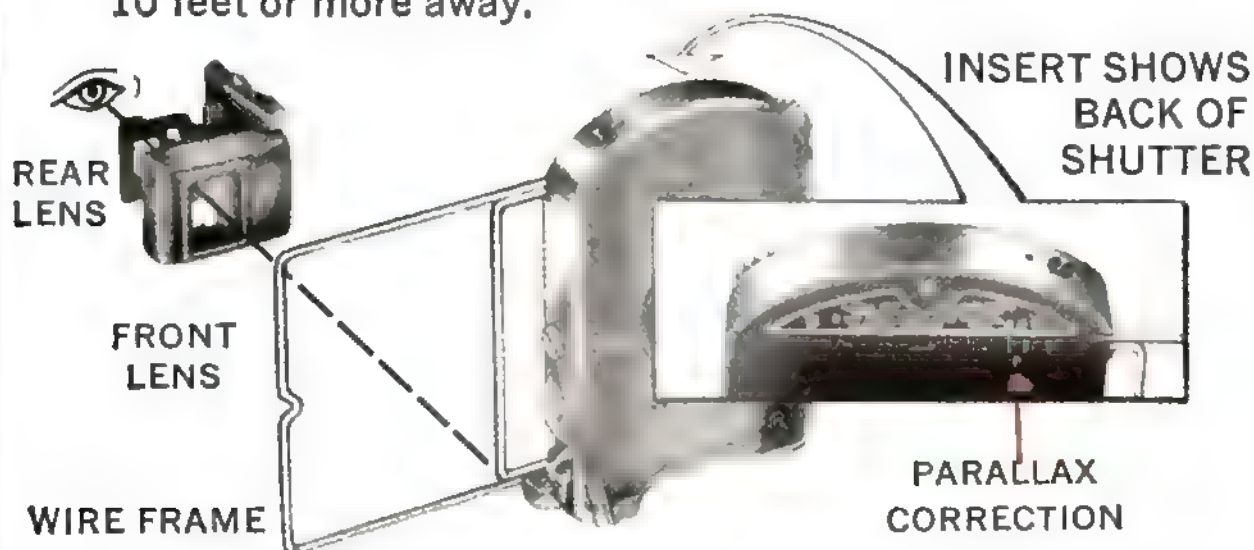


FOCUS YOUR CAMERA

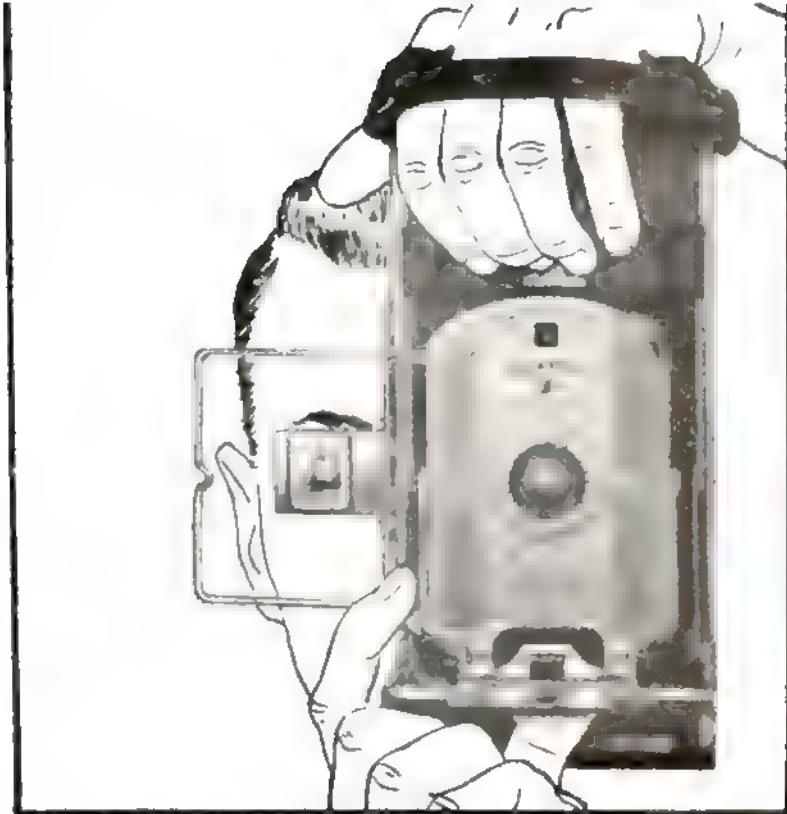
Always estimate the distance in feet between the lens and your subject as closely as you can and adjust the focusing lever accordingly. With a little practice you'll find that you can estimate distances very accurately. Careful focusing is particularly important at close distances. For our sample picture, stand about 5 feet from the subject, and set the focus-lever to the 5-foot mark.

AIM THROUGH THE VIEWFINDER

The optical viewfinder snaps open easily with a flick of the finger. Now pull out the wire frame (mounted on the shutter housing) as far as it will go. Pull by the outer frame which will automatically pick up and move the inner frame into position. Your viewfinder is now ready for sighting subjects 10 feet or more away.



For subjects closer than 10 feet you must correct for parallax to aim your camera accurately. This is done with the wire frame. On the back of the shutter housing, at the top, you will find two numbers. Under the infinity (INF) mark you will see the end of the wire frame — the indicator for parallax correction. Push in on the inside wire frame until the indicator is at the desired distance. For example, for this 5-foot picture, set the indicator between the 4-foot and 8-foot marks.



The camera will actually record slightly more of the scene than you will see through the viewfinder. This helps to correct for small errors in centering and framing. You're now ready to shoot.

... CAUTION ...

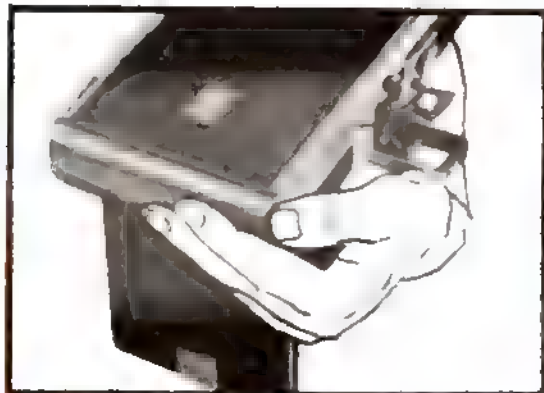
Press the shutter lever

S-L-O-W-L-Y

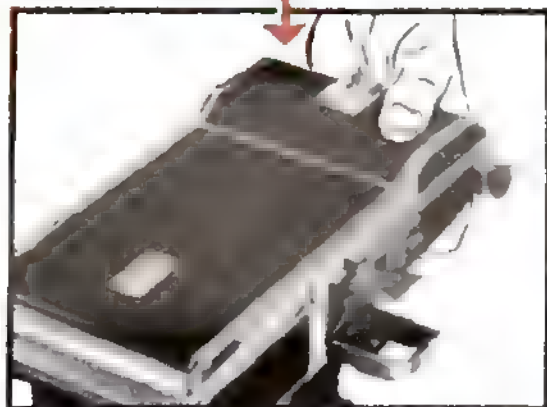
You have now taken the picture

How to DEVELOP A PICTURE

HOLD THE CAMERA THIS WAY



OR THIS WAY

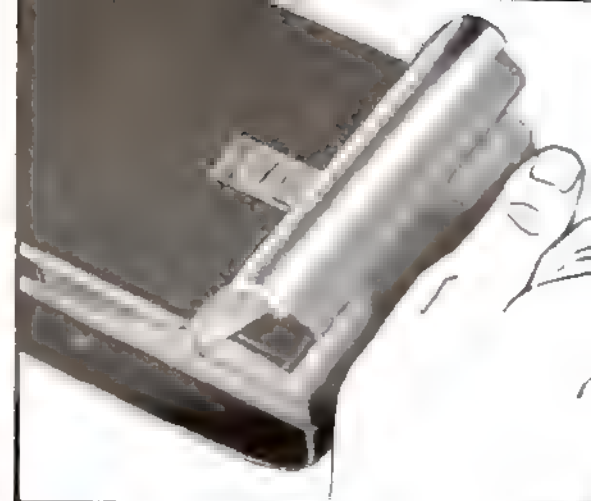


WHICHEVER FEELS MORE
SECURE AND COMFORTABLE

Shield the camera from direct
sunlight during this operation.



SNAP THIS SWITCH in either
direction to release film. (If
you snap it accidentally,
don't worry — no harm is
done.)

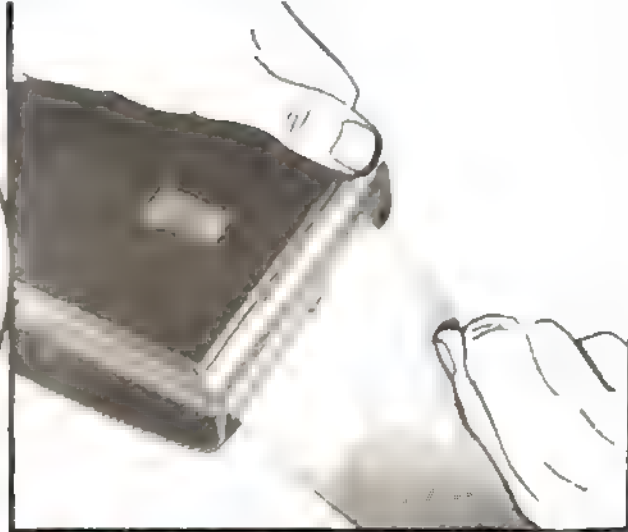
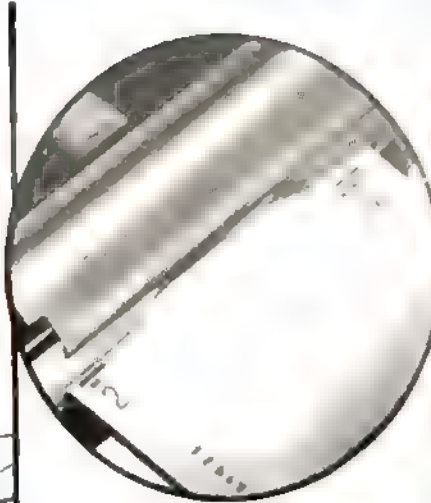
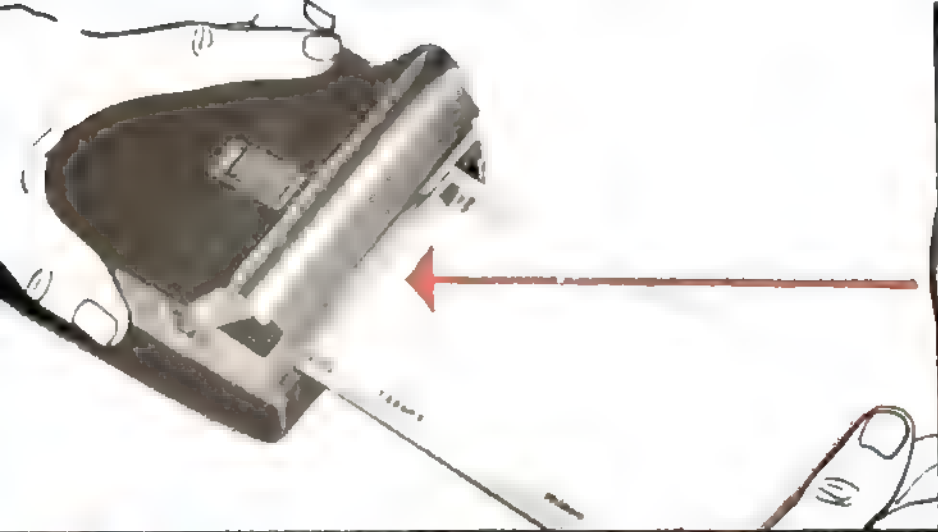


LIFT CUTTER BAR and take a
firm hold on the paper tab,
putting your thumb length-
wise along the top.



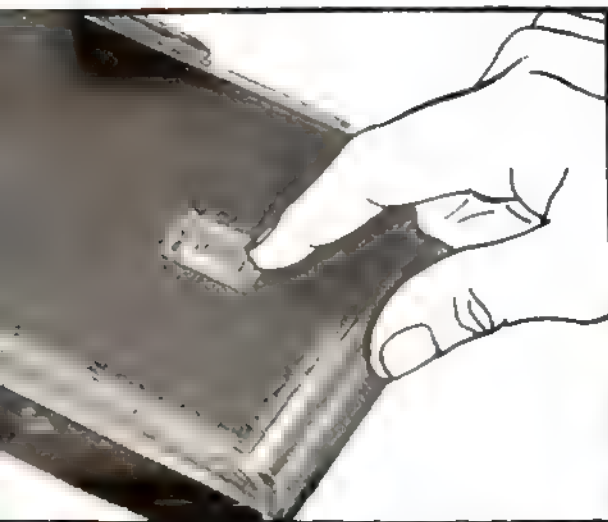
WAIT 60 SECONDS! The picture is now developing inside
the camera. Development time is important. Follow the in-
structions that are packed with the picture roll. In cold weather addi-
tional development time is required. Until you get used to estimating
a minute, check yourself with a watch.

IMPORTANT. When you pulled the tab, you started the processing
of your first picture — and also advanced the paper for the next.
(You can check this by lifting the cutter bar and looking at the print-
ing on the tab.) The "negative" of the first picture remains in the
camera until you pull the tab again. At that time it is torn off and dis-
carded.

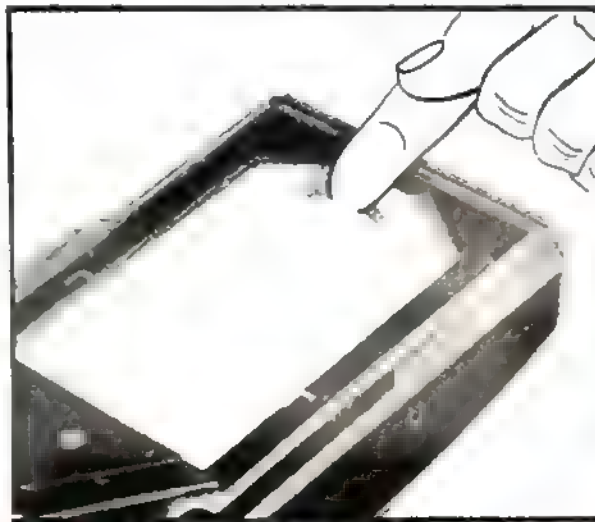


3 **PULL THE TAB** out of the slot with a single fairly-rapid motion. Do not hesitate midway. Pull all the way out until you hear a click and the tab stops automatically. Pull straight out, not downward. The picture you exposed is now developing and the next picture is in position, ready to take.

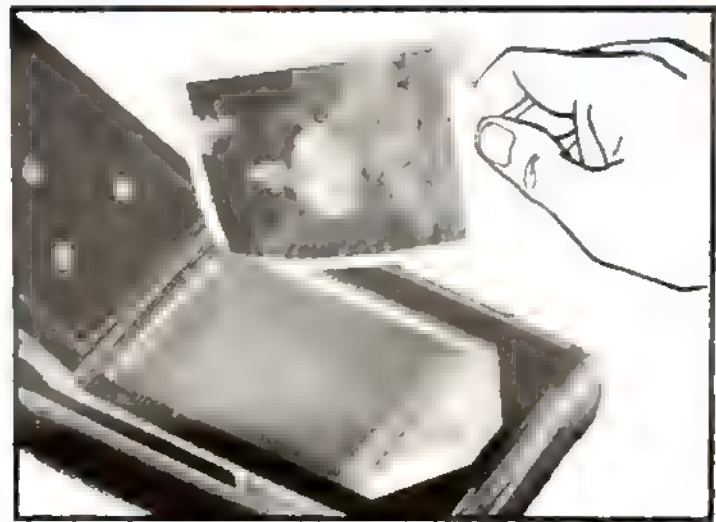
4 **CLOSE CUTTER BAR** and hold down firmly with thumb. Then tear off excess paper.



6 **SLIDE LATCH BACK** on the picture door.



7 **LIFT PICTURE DOOR** and remove the finished print, starting with oval cutout.



8 **LIFT PICTURE CAREFULLY**—don't let print fall back on damp negative. Then close and relatch picture door by sliding latch back to original position. Your camera is now ready for the next picture.

IMPORTANT

Here's how to make sure your Polaroid Land Pictures will withstand storage and handling for years.

1. COAT EACH PRINT IMMEDIATELY.

Flatten print by drawing over a table edge. Apply the print coater supplied with each roll of film. Coat entire surface with 6 or 8 firm strokes, including edges and corners. Get the habit of coating your pictures right away. If for any reason you cannot coat your pictures immediately, be sure to coat them before handling or storing.



2. STORE PRINTS IN EITHER OF THESE WAYS:

In a Polaroid Picture Album. (See your dealer.) In any album with separate transparent acetate pages. Do not store prints in ordinary paper albums, or use ordinary black paper mounting corners.



There are many common abuses which are harmful to any picture — whether it be a Polaroid Land Picture or a conventional print. If you want any picture to give you years and years of enjoyment, here are some specific don'ts:

DON'T WRITE

on the back of your prints or harm them by other mechanical abrasions. If you must make notes, jot them along the very edge of the back of the print.

DON'T BEND

buckle or crease your pictures in any fashion. Carrying them unprotected in a pocket, for instance, can cause tiny cracks in the emulsion which may give you trouble in the future.

DON'T USE PASTE OR RUBBER CEMENT

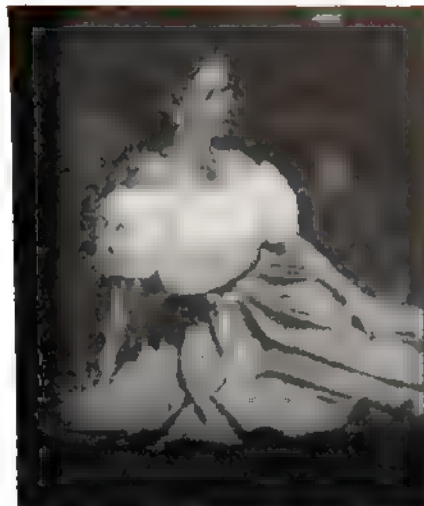
to mount your pictures. Impurities in almost all adhesives may cause pictures to discolor.

How to CORRECT YOUR PICTURE ON THE SPOT

Now — let's look at the picture you just made. In case it's not exactly what you want, here's how to spot some common errors and how to correct them.

INCORRECT EXPOSURE

This is easiest of all to correct because of the single dial which controls both aperture and shutter speed. The lower the shutter number you use, the more light will come in through lens, making your picture lighter. Use of a higher number will make your picture darker.



TOO DARK — set to a lower shutter number



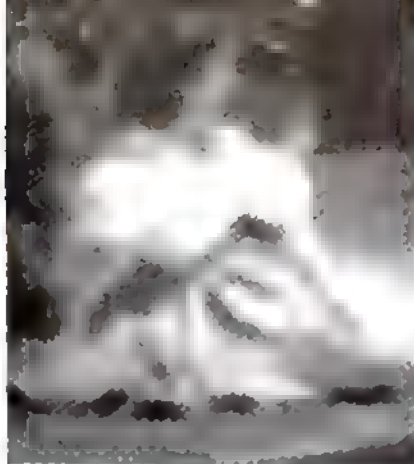
JUST RIGHT — no change in lens opening required



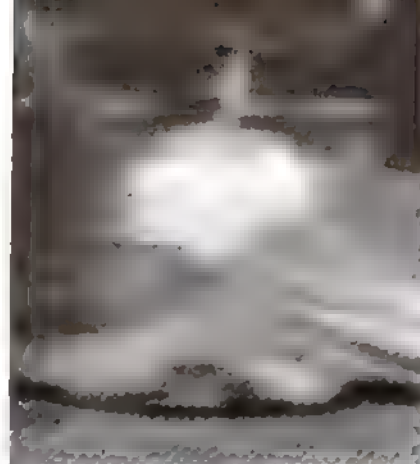
TOO LIGHT — set to a higher shutter number

BLURRED OR FUZZY IMAGE

The three common causes of fuzzy pictures are shown at right. Check focus again. Be sure to hold the camera securely — and hold your breath when you press the shutter release. Don't punch the release; squeeze it slowly. Be sure bellows are pulled all the way out and locked.



FOCUSING INACCURATE
Note subject is blurred.
Background is sharp.



CAMERA MOVED
All objects in picture
are blurred.



SUBJECT MOVED
The face is blurred
while rest of subject
is sharp.

LOADING OR DEVELOPING ERRORS CAN CAUSE THESE:



NEGATIVE ROLL
LIGHT - STRUCK IN LOADING
Note white streaks
across picture. Do not
break Scotch - Tape
seal!



UNEVEN PULLING OF TAB
Pull tab with a single,
fairly fast motion to
avoid streaks. Don't
stop or hesitate mid-
way.



TAB SLOT NOT SHIELDED
FROM SUN
Keep tab slot in shad-
ow when pulling tab.



UNDERDEVELOPED
Allow full minute after
pulling tab, longer in
cold weather.

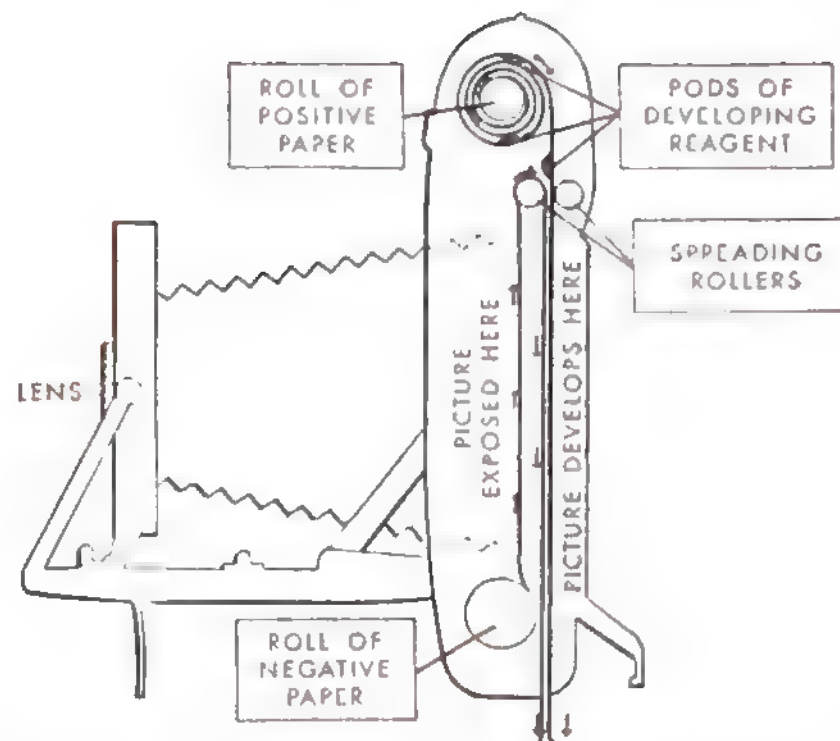
How the PROCESS WORKS

Although it is by no means essential that you understand the Land process to get beautiful pictures, many camera owners are interested in learning how the camera works.

The Land photographic process uses a light-sensitive "negative" material which is something like conventional photographic film. Ordinarily this negative, after exposure, would be developed, fixed, washed and dried, and then used to make positive prints in another series of operations. But in the Land camera, the negative and positive are developed at the same time, by the same chemical reagent.

As the diagram shows, the negative and positive rolls are placed in their containers, with the negative moving past the lens box and around a roller, where it meets the positive sheet.

When the camera back is closed, the upper and lower rollers press the two sheets together. As the sheets are pulled to process a picture, a small sealed "pod" containing a jellied compound and attached to the positive sheet passes between the rollers and breaks out



along one edge allowing the mixture to flow out. The rollers spread the reagent between the two sheets, and development takes place. A true photographic image forms on the white positive paper (which is not light-sensitive). The image is made of metallic silver carried over from the negative in precisely the right amounts to depict the scene as you photographed it.

CONVERSION TABLE FOR LENS OPENINGS AND SHUTTER SPEEDS

| | | |
|--------------------------|----------------------------|--------------------------|
| #10 = f/8.8 at 1/12 sec. | #13 = f/8.8 at 1/100 sec. | #16 = f/25 at 1/100 sec. |
| #11 = f/8.8 at 1/25 sec. | #14 = f/12.5 at 1/100 sec. | #17 = f/35 at 1/100 sec. |
| #12 = f/8.8 at 1/50 sec. | #15 = f/17.5 at 1/100 sec. | |

How to take FLASH PICTURES

Your Speedliner Camera has two built-in flash systems. One connection gives highly accurate flash synchronization for regular flash bulbs, while the other was designed especially for high speed electronic flash.

FOR REGULAR FLASH BULBS:

Polaroid Flash Gun #202 is designed especially for your Speedliner camera. It clips right to the camera on the accessory slide, and connects to the shutter as pictured. Complete instructions are furnished with each gun. (See page 19 for full description.)

Exciting "bounce flash" is now a cinch to use with your Polaroid Land Camera and flash gun. All you need is Polaroid Bounce Flash Bracket #290 and some of the new fast Polaroid Land Films. Bounce flash produces an evenly lighted picture that has a "natural" look — much like the pictures you've seen in many of the photo essays in the big picture magazines such as LIFE and LOOK. With each bracket comes an illustrated booklet on the advantages and opportunities bounce flash offers.



FOR ELECTRONIC FLASH



FOR REGULAR FLASH

ELECTRONIC FLASH:

Your Polaroid Land Camera has a built-in connection with proper synchronization ("X" or "Zero" delay) for high-speed electronic flash. The Polaroid Electronic Flash Adaptor Cord #490 connects the electronic flash contact of your camera with the cord of conventional electronic flash units. Proper synchronization for electronic flash is obtained only at shutter settings #13 through #17.

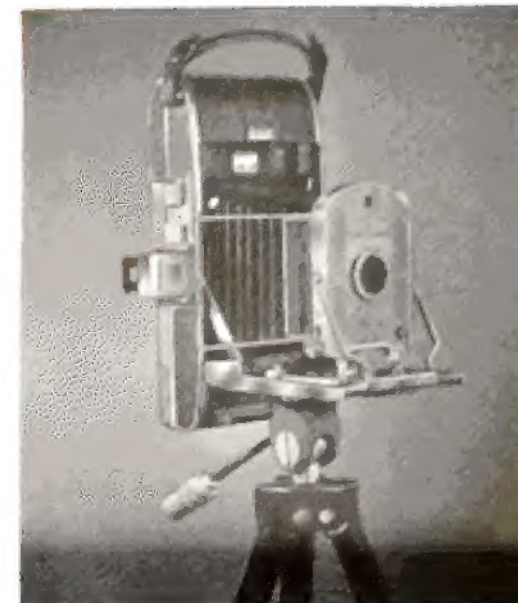
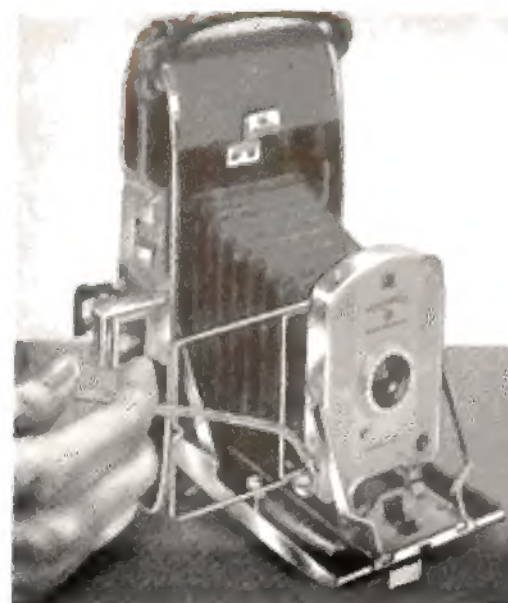
INDOOR SHOTS and TIME EXPOSURES

You can have great fun and get excellent photographs indoors with nothing more than regular house lighting. With the new, fast Panchromatic Polaroid Land Films it is possible to get pleasing pictures on shutter #10 with just the light from a 100 watt bulb placed 18 inches from your subject (use the 400 Speed for this sort of picture).

With the slower speed films time exposures will give you fine results. Try this method yourself:

1. For a time exposure move the Time Knob on the face of the lens housing to "B", and the shutter dial to #13. Using light from one 100-watt lamp shining directly on the subject's face 2 or 3 feet away, hold the exposure lever down for about 3 seconds. If photoflood lamps are used, or if outside light falls on the subject through a window, shorter exposures are possible.
2. If the picture turns out too dark double the exposure time on the next; if too light, cut the time in half.

Always reset to "B" for each time exposure — the shutter returns to "I" automatically when it is released.



REST CAMERA ON TABLE . . . OR USE A TRIPOD

3. Do not try to hold the camera by hand, because it will move and blur the picture. If you do not have a tripod, you can use the support on the front cover and set the camera on a table, placing it with the lens as close to the edge as possible. A further aid to stability is a cable release which screws into the shutter housing just above the exposure lever.

Speedliner accessories designed for your camera - matched to your camera... Results are better... easier... quicker.

POLAROID® DELUXE COMPARTMENT CASE #309

This handsome case is designed especially for your Polaroid Land Camera and its accessories. It has compartments or pockets for the camera, flash gun, filter kit, close-up kit, exposure meter, flash bulbs, picture rolls, exposed pictures, albums and an exposure guide — everything you need for every kind of picture. Ingenious compartment arrangement eliminates stuffing and stacking.

\$24.95



POLAROID® LENS SHADE #545

With the new panchromatic films, striking back lighted pictures can be made. A lens shade is a must for this sort of picture to keep the direct rays of the sun from striking the lens.

\$2.45



POLAROID® FILTER KIT #541



These three snap on filters, used separately or in combination, give exciting special effects with clouds, reflections, distant scenery.

\$5.95

POLAROID® CLOSE-UP LENS KIT #540



Portraits, flower pictures, miniatures, photocopies, can be done simply and quickly with your subject as close as 6 inches with perfect sharpness. Built in steel measuring tape gives correct adjustments for camera focus and lens attachment.

\$8.95

POLAROID® FLASH GUN

#202 POWERFUL CAPACITOR GUN

The most modern of flash guns with long battery life, separate diffusing filter, flash shield and built in flash guide, trigger ejector for used bulbs.

\$13.95

POLAROID BOUNCE FLASH BRACKET #200

\$1.75



POLAROID® EXPOSURE METER, PR-23B

Compact photoelectric meter makes correct exposure simple and certain. The meter scale reads in numbers corresponding to shutter numbers. Just point the meter, read the number and set the camera to match.

\$14.50



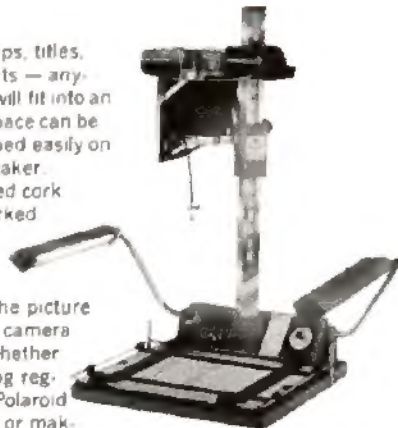
POLAROID® COPYMAKER MODEL 200

Charts, maps, titles, small objects — anything that will fit into an 11" x 14" space can be photographed easily on this Copymaker.

Double sided cork easel is marked to show exactly what will appear in the picture for various camera positions whether you're taking regular paper Polaroid

Land prints or making transparencies with the new Polaroid Land Projection Film. Built in electric timer included for timing exposure and development. Two fluorescent lights included to give uniform lighting over entire copy.

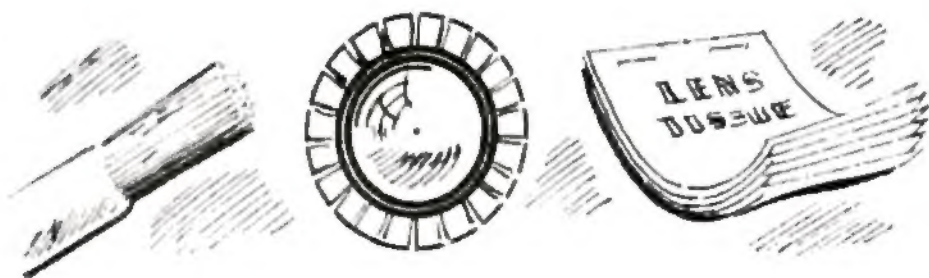
\$99.75



Note: All prices slightly higher in Canada.

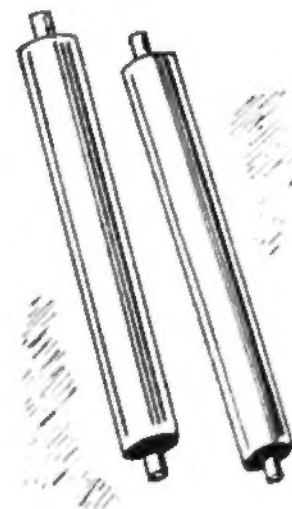
CARE OF CAMERA

Your Speedliner Camera is ruggedly built to withstand continued use, and with reasonable care your camera should last indefinitely. Some of the parts — even though well protected — are necessarily delicate, and careful handling will prove rewarding. Periodic cleaning is of great importance, and instructions below should be followed carefully.



CARE OF LENS: The highly polished lens surfaces are coated with a special coating to reduce reflections and make sharper pictures. Do not touch the lens with your fingers. The coating is relatively hard, but it can be damaged by fingerprints and scratches. Clean lens by first blowing off or brushing off (with soft lens brush) loose lint and dust particles, then polish gently with lens tissue or soft, lintless cloth.

CARE OF ROLLERS: The two steel rollers (see page 3) which control the picture processing are the heart of the camera. They must be kept clean, free of foreign matter which can spoil your pictures by causing white spots $1\frac{1}{2}$ " apart along length of picture. Before loading each roll, turn each roller slowly and remove foreign deposits with fingernail or moistened cloth. If foreign matter collects on black-enameled interior plates, clean carefully with water-dampened cloth.



LUBRICATION: Once a year, or every hundred rolls or so if camera is used continuously, add a drop of light oil at the tips of each of the steel rollers. This will keep rollers turning freely. If tab is hard to pull, check to make sure rollers spin freely.

Keep camera closed when not in use. Keep away from sand and moisture. Do not store camera in direct sunlight or in damp locations. Avoid excessive heat, which can spoil pictures and interfere with proper camera operation.



USE POLAROID'S SPEEDY COPY & ENLARGEMENT SERVICE

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Polaroid Corporation
Cambridge 39, Massachusetts